

A Study on the Challenges Faces by Women Entrepreneurs in Coimbatore

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ABSTRACT

The research paper is to determine the study of the challenges faced by women entrepreneurs in Coimbatore. Entrepreneur is a person who has new own idea for a start-up. Women entrepreneurs work hard to uplift their standard of living as well as the business. This study is about the challenges faced by women entrepreneur and how they face them. This paper is mostly based on primary data and; for the identification of these issues, the authors have reviewed different research articles and reports. Findings of this study reveal that lack of balance between family and career, limited access to finance, socio-cultural barriers, illiteracy or low level of education, access to networks, inferior complexity, problems faced during marketing, entrepreneurial skills, lack of self-confidence and mobility constraints are major problems of women entrepreneurship development. They need more support and help from both society as well as the family to shine more. **Research design:** The researcher followed descriptive research design for the study. **Universe of the study:** The universe of the present study is contact from Coimbatore district, Peelamedu area. **Sampling:** The researcher took the sampling of 60 respondents are women entrepreneur. **Sampling method:** The researcher used Purposive sampling method.

KEYWORDS: Challenges, Women Entrepreneurs

INTRODUCTION

Today's entrepreneurship with fast improvement and agency has been the maximum dynamic strength of the economy. It tasks a generation growth to power maximum of the world's monetary growth. Since enterprise globalization continues to be extensive, those results will sense deeper. Entrepreneurships, industrialists pursuing their dreams in spite of the obstacles, resistance, retreat, failure, self-belief in cap potential to deal with the world, and realistic affordable steps within side the pursuit of dreams. Women marketers may be defined because the ladies or a fixed of ladies who initiate, prepare and carry out an enterprise organization. Women are predicted to innovate, imitate or adopt a monetary hobby to be grown as ladies marketers. The socio-monetary role of ladies in India nonetheless stays a question. Mostly ladies thinks that their role within side the society is completely domestic primarily based totally. They function unpaid caregivers, family directors or in different domestic-primarily based totally positions.

DEFINITION:

Women empowerment is defined as the power of a women, who utilizes her space as a women in the society. Every individual has their own space in the society. It's their capability of bringing it to the dice. A women who is bold enough to face her own economic and social functioning in her life is known as a empowered women.

STATEMENT OF THE PROBLEM

Women in India face many demanding situations to enhance their enterprise life. The best deterrent for woman marketers is that they're woman. For them, a sort of patriarchal -ruled social order is part of the street to enterprise success. Male contributors remember investment ladies-owned ventures a main risk. Knowledge, know-how, and private schooling stage of the modern day technological adjustments are critical elements influencing the enterprise. The literacy price of ladies in India is low as compared to the male population. Many ladies in growing nations

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lack the important schooling succeeds in entrepreneurship. Despite the advances in generation extraordinary strides, many ladies face illiteracy, structural difficulties, and uneducated ladies lack know-how of size and primary accounting.

SCOPE OF THE STUDY

In the current day, woman marketers play a totally vital function in commercial enterprise, alternate or industry. Their access to the commercial enterprise is the contemporary origin. Women have already indicated their vital roles in different bullets together with politics, medicine, and engineering, technical, social and academic services. This applies to advanced countries, and in latest years, they entered this subject in all around the country.

REVIEW OF LITERATURE

Neha Tiwari (2017) in his study entitled "Indian Female Entrepreneurs" has found that female entrepreneur has brought a different perspective in the field of entrepreneurship. Women's entrepreneurship is inextricably linked to all the interests of society. The scope has returned researchers to a comprehensive definition of the female characteristics of female entrepreneurs with the advent of women in entrepreneurship.

Raghuvanshi et al. (2017) evaluated the various obstacles that female entrepreneur's encounter, which can be described as follows: a lack of education, experience, and training chances; limited spatial mobility; lack of family support; lack of institutional support; and difficulty obtaining financial resources.

Finds of the Study

S.NO	FACTORS	MEDIUM	FREQUENCY	PERCENTAGE (%)
1	Age	30yrs - 45yrs	34	56
2	Gender	Female	60	100
3	Monthly Income	Rs.10000- Rs.15000	37	61
4	Educational qualification	5th - 10th	39	65
5	Religion	Hindu	30	50
6	Number of siblings	1-2	60	100
7	Type of family	Nuclear family	60	100
8	Social class	Middle class	49	81

Simple Percentage Analysis

- Most of the respondents (56%) were between the age group of 30-45 years.
- All of the respondents (100%) were female.
- Most of the respondents (61 %) have monthly income Rs. 10000 to Rs. 15000.
- Most of the respondents (65 %) have under 5-10 category.
- Nearly (50%) belong to the Hindu community.
- All of the respondents (100%) were having 1 - 2 siblings.
- All of the respondents (100%) were from nuclear families.
- Majority of the respondents (81%) were from middle class.

Ms. Sweetie Gupta and Ms. Aanchal Aggarwal (2015) identified that actions are needed to improve the spirit of female entrepreneurship India. In the past decade, female entrepreneurs have been recognized as a major source of untapped economic growth. Therefore, India's female entrepreneurship faces many challenges and needs to be radically changed their attitudes and ways of thinking about the society. Therefore, it is necessary to develop programs to deal with changes in people's attitudes and ways of thinking.

Methodology of the Study

Objective of the Study: -

1. To find out the socio economic profile of the respondents
2. To assess the level of challenges faces by women entrepreneurs
3. To analysis difference between the socio economic profile and level of challenges faces by women entrepreneurs.
4. To give valuable suggestions about women entrepreneurs

Research design: The researcher followed descriptive research design for the study.

Universe of the study: The universe of the present study is contact from Coimbatore district.

Sampling: The researcher took the sampling of 60 respondents had women entrepreneurs. The researcher has selected Non Probability sampling purposive sampling methods.

DISTRIBUTION OF THE RESPONDENTS BY LEVEL OF CHALLENGES FACES BY WOMEN ENTREPRENEURS

S. No	Level of challenges faces by women entrepreneurs	No. of Respondents	Percentage (%)
1	High	30	50
2	Moderate	14	23
3	Low	16	27
TOTAL		60	100

INTERPRETATION

The above table suggests that (50%) of the respondents have been having excessive stage of demanding situations faces through girls marketers, (27%) of the respondents have been having low stage of demanding situations faces through girls marketers and (23%) of the respondents have been having slight stage of demanding situations faces through girls marketers.

INFLUENCE OF SOCIO DEMOGRAPHIC DATA AND LEVEL OF CHALLENGES FACES BY WOMEN ENTREPRENEURS

Variables	Statistical tool	Value	Result
Age & level of challenges faces by women entrepreneurs	ANOVA	$P = .022 < 0.05$	Significant
Educational qualification & level of challenges faces by women entrepreneurs	ANOVA	$P = .030 < 0.05$	Significant
Number of siblings & level of challenges faces by women entrepreneurs	T-test	$P = 1.50 > 0.05$	Not Significant
Monthly Income & level of challenges faces by women entrepreneurs	ANOVA	$P = .002 < 0.05$	Significant
Religion & level of challenges faces by women entrepreneurs	ANOVA	$P = .832 > 0.05$	Not Significant
Type of family & level of challenges faces by women entrepreneurs	T-test	$P = .000 < 0.05$	Significant
Social class & level of challenges faces by women entrepreneurs	T-test	$P = 1.50 > 0.05$	Not Significant

INTERPRETATION

- There is significant difference in age & level of challenges faces by women entrepreneurs.
- There is significant difference in educational qualification & level of challenges faces by women entrepreneurs.
- There is no significant difference in number of siblings & level of challenges faces by women entrepreneurs.
- There is significant difference in monthly Income & level of challenges faces by women entrepreneurs.
- There is no significant difference in religion & level of challenges faces by women entrepreneurs.
- There is significant difference in type of family & level of challenges faces by women entrepreneurs.
- There is no significant difference in social class & level of challenges faces by women entrepreneurs.
- Women have to be capable of stability paintings lifestyles and private lives.
- Women have to be self-confident so that you can face any challenges.
- Women have to be happy with them for beginning their personal company.
- Women have to now no longer be terrified of any limitations and have to as a substitute attempt to triumph over them.
- Women can technique banks to set up mortgage for beginning their enterprise
- Women have to additionally face monetary problem.
- Awareness on authorities schemes to begin enterprise to be supplied for the womens.

CONCLUSION

The examiner is to discover the extent of demanding situations faces through ladies marketers. Women are successful and resolution to establish, maintains, and supervises their very own groups in a scientific manner. To help them in accomplishing new heights of their business activities, they may be in want in their suitable aid and additionally the encouragement from their Society within side the standard desires

SUGGESTIONS

- Before launching a enterprise, girls have to make an in depth plan.

and additionally the own circle of relatives contributors in particular. With the best sort of aid from own circle of relatives, community, and the government, those ladies marketers can end up part of the countrywide economic system and make a contribution to India's financial fulfilment on this globalized day. This examine finish that (50%) of the respondents had been having excessive degree of demanding situations faces through ladies marketers, (27%) of the respondents had been having low degree of demanding situations faces through ladies marketers and (23%) of the respondents had been having mild degree of demanding situations faces through ladies marketers.

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